

ABSTRACT OF THE DISCLOSURE

The present invention relates to an information processing system, an information processing device and a method, a program storage medium, and a program which allow content to be distributed according to a user's action. A content server transmits a content URI corresponding to an action processable by an application server to the application server. When a user performs an action, an application client transmits an action message to the application server. In accordance with the action message, the application server transmits the address of the content receiver and a content URI to the content server. The content server distributes content to a content receiver. The present invention is applicable to a system that distributes content over the Internet.